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Meet *Water and Wastewater* Decision-Makers from *Mexico*

The U.S. Trade and Development Agency (USTDA) is organizing a half-day Business Briefing for U.S. industry participants to meet senior executives and decision-makers from Mexico's water sector and hear about their policy and business plans, short- to medium-term procurement needs and commercial and technology interests. Companies will also be able to provide details related to their services and products. This briefing is part of USTDA's Mexico Water Technologies Reverse Trade Mission.

BACKGROUND

The water sector in Mexico continues to experience both great progress and demands for emerging technologies to address growing needs. Despite two decades of significant nationwide increase in both urban and rural access to reliable potable water supply, Mexico is facing its worst water crisis in 30 years. Large water infrastructure projects will be part of the solution, and innovative U.S. technologies offer the best options in terms of cost-effectiveness, rapid deployment and environmental stewardship. Mexican decision-makers are particularly interested in the following:

- Creative solutions to address water scarcity and drought resiliency
- High-efficiency technologies, especially those related to recycling wastewater to meet drinking water standards
- Innovative finance options to reduce barriers to project implementation
- Treatment of wastewater to drinking water standards, particularly rapid and inexpensive residential and industrial treatments
- Improved stormwater collection, storage tanks, cisterns, filtration, and reuse
- Advanced low-flow agricultural irrigation technology
- Collection, treatment, and reuse of diverted wastewater to limit costs and energy associated full-scale, centralized treatment

ABOUT USTDA

The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding projects preparation and partnership building activities that develop sustainable infrastructure and foster economic growth in partner countries.

Attendance at this event is limited to U.S. individuals, U.S. firms, or U.S. consultants as defined by USTDA's Nationality Source and Origin Requirements available on USTDA's website at <http://www.ustda.gov/>.

WHY YOU SHOULD ATTEND

- Learn about upcoming project opportunities and bidding processes
- Obtain unique insight into Mexico's water and wastewater priorities and landscape
- Meet one-on-one with key decision-makers and government officials
- Establish relationships with multiple levels of the Mexican water authorities

BUSINESS OPPORTUNITIES

- High-efficiency water and wastewater treatment technologies
- Water conservation technologies and strategies
- Rainwater and stormwater collection systems for limited treatment and reuse
- Innovative financing models that reduce capital expenditure and operational costs.

CONTACT INFORMATION

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